

# Monthly Social Planner for Performing Arts Academy



**Week 1**

**Monday**

Customer Testimonial

**Tuesday**

Culture - introduce one of your teachers

**Wednesday**

Upsell - show customers what merchandise you have

**Thursday**

Throwback - celebrate success from a few years ago

**Friday**

Introduce a new masterclass or workshop

**Saturday**

Share a tip of the week for improving technique

**Sunday**

Class Content - show what's happening in your classes

**Week 2**

Class Content - show what's happening in your classes

Launch Competition - free merchandise

Share your venue space(s)

Share your story. Why did you start your club?

Share an inspirational quote

Set a weekly challenge and ask parents to tag your studio

Class Content - BTS content of teacher taking a class

**Week 3**

Launch Competition - free merchandise

Customer Testimonial

Upsell - share updates and progress from 1-2-1 class

Share a student's progression

BTS - Getting ready for weekend classes

Share something new /exciting

Share a tip of the week for improving technique

**Week 4**

Quiz Post: This or That?

Culture - introduce one of your teachers

Share a tip of the week for improving technique

Share competition results

BTS - Team planning for classes

Highlights from new term

Share a post of weekly challenge